

Pilot Program Year I Results

In February 2003, the County Department of Public Works embarked on a Stormwater/ Urban Runoff Public Education Program that focused on reducing the amount of pollution flowing through the County storm drain system. The campaign implemented a strategic plan designed to both inform County residents about stormwater pollution and motivate them to change their polluting behaviors.

To accomplish these objectives, a number of strategies were used, including pilot community involvement projects in two inland communities to focus education efforts and evaluate results. The pilot programs were implemented in East Los Angeles (specifically the unincorporated community of Union Pacific) and Inglewood. Activities included research, advertising, community task forces and clean-up days.

| 1 (888) CLEAN LA Hotline Calls – 2002/2003 Comparison | | | |
|---|------------------|------------------|----------|
| | 2002 Total Calls | 2003 Total Calls | Change |
| July | 6638 | 7544 | 13.65% ↑ |
| August | 6299 | 7036 | 11.70% ↑ |
| September | 5483 | 6534 | 19.17% ↑ |
| October | 5257 | 6205 | 18.03% ↑ |
| November | 5301 | 4035 | 31.37% ↓ |

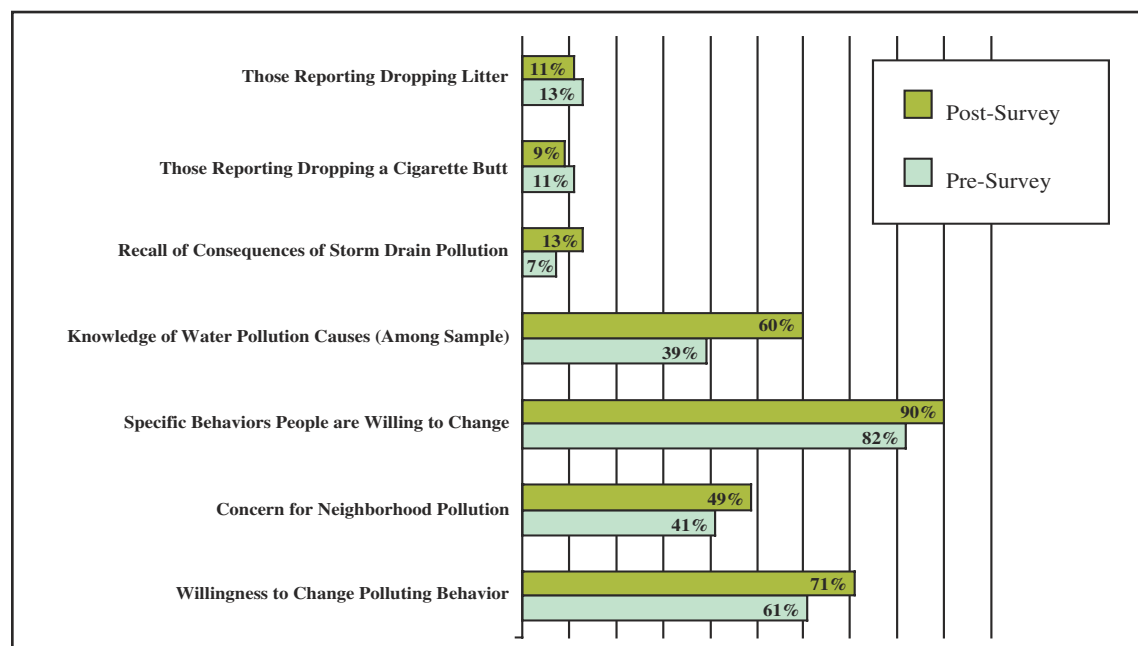
Based on the evaluation methods commonly used for public outreach events, the pilot programs were very successful. More than 450 volunteers participated in the community clean-up days and collected more than 19,000 pounds of trash from neighborhood streets. Event volunteers were enthusiastic—many asking when the next clean-up event would be held and how they could receive additional

information about pollution prevention. In addition to the positive community response, the event garnered 30 local media reports and hundreds of dollars in cash, goods and services from 32 sponsors.

In addition to the traditional evaluation methods, the pilot programs employed some new measurements intended to evaluate

actual behavior change among residents, if possible. These additional methods included a telephone poll, trash measurement within the pilot program communities and monitoring calls to the County's hotline.

Telephone Opinion Poll Results



Significant findings from the telephone survey are illustrated on this page. To receive the full Pilot Program Year I Report, contact Melinda Barrett at (626) 458-5975 or by e-mail at mbarrett@ladpw.org.

Easy Solution to Leaky Car Problem

At some point, every community is confronted by the problem of vehicles that leak in the street, contributing to toxic urban runoff and posing serious safety and environmental hazards. Perhaps your own agency has struggled to identify a cost-effective solution. The County Department of Public Works is pleased to announce an easy-to-administer leaky vehicle abatement program that has not only been proven effective within several

Los Angeles County neighborhoods, but is now available for roll-out in your own community.

Designed to address complaints about cars dripping oil, radiator fluid, gear oil or power steering fluid onto city streets, the “Leaky Car Postcard” was developed for the cities of Pasadena, Temple City, West Hollywood and Redondo Beach by the public relations

team at Hunter-Kennedy and Associates (HKA). Four years after its initial development, HKA has authorized the County to make the program available Countywide to any municipal agency.

The “Leaky Car Postcard” program is easily implemented in English and Spanish. When a complaint is received about a vehicle leaking fluid onto the street, a friendly postcard is sent to residents of that entire neighborhood. Consequently, the individual with the leaking vehicle is not singled-out, and the rest of the neighborhood is educated about leaky car syndrome. Including information about your agency’s used oil recycling program helps to meet California Integrated Waste Management Board Public Education requirements, and the program is eligible for used oil funding.

The County Department of Public Works would like to thank HKA for allowing us to provide the “Leaky Car Postcard” program Countywide at no charge. Cities are encouraged to contact the County to find out how to get started. For more information, contact Edna Gandarilla at (626) 458-6536. ♦



‘Defenders’ Program Wins Governor’s Award

The County’s Environmental Defenders Program received the 2003 Governor’s Environmental and Economic Leadership Award for Children’s Environmental Education. The award was presented on December 1, 2003, at the California Environmental Protection Agency (Cal/EPA) Headquarters building in Sacramento by Governor Arnold Schwarzenegger, Cal/EPA Secretary Terry Tamminen and Resources Agency Secretary Mike Chrisman.

The annual Governor’s Award Program recognizes individuals, organizations and businesses that have demonstrated exceptional leadership and made notable contributions in conserving California’s precious resources,

protecting and enhancing our environment and building public-private partnerships. It is the State of California’s highest and most prestigious environmental honor.

The Environmental Defenders Program educates children from kindergarten through sixth grade on the importance of the “Three Rs” (Reduce, Reuse and Recycle) and stormwater pollution prevention on behalf of all 88 cities in Los Angeles County. Featuring professionally-trained actors, “The Environmental Defenders and the Case of the Missing Link” is a fast-paced, interactive assembly that incorporates video segments, role-playing, competitions and educational giveaways. Students learn important

environmental concepts and eventually discover that they are the “missing link” in a pollution-free future.

The Environmental Defenders Program has reached millions of children in Los Angeles County, empowering them with the knowledge that they can, and do, make a difference in their own environment. The award-winning program is one tool the County uses to ensure compliance with the National Pollutant Discharge Elimination System mandates for all jurisdictions and to help protect the environment. For more information on the Environmental Defenders Program, contact Emily Montanez at (626) 458- 3579. ♦

BayKeeper Visits County Public Works

County Public Works officials met with recently appointed Santa Monica BayKeeper Executive Director Tracy Egoscue in March, welcoming her to the new post and laying a foundation for what they expect to be a close working relationship. The Santa Monica BayKeeper, a nonprofit, nongovernmental organization, is widely considered to be the citizen's "park ranger" for the Santa Monica and San Pedro bay areas and their adjacent coastal waters and watersheds.

"As an environmental watchdog of our coastal waterways, the BayKeeper organization performs an invaluable service for County residents," said Don Wolfe, deputy director of the County of Los Angeles Department of Public Works. "Ms. Egoscue was very receptive to the County's vision of watershed management and to our efforts to curb urban runoff through public education and outreach."

Egoscue assumed the role of Santa Monica BayKeeper in Fall 2003 following a turn with the California Department of Justice, Office of the Attorney General. While at the Attorney General's Office, Egoscue was a deputy attorney general in the Natural Resources Section, working with various state agencies, including the Department of Parks and Recreation, Department of Fish and Game, California Integrated Waste Management Board, Regional Water Quality Control Board and the State Water Resources Control Board. Egoscue's legal experience encompasses endangered species, wetland impacts and mitigation issues, the California Environmental Quality Act, fisheries and the Federal Clean Water Act.

A San Diego native, Egoscue received her law degree from George Washington University in Washington, D.C., and a bachelor's degree from the University of California at Santa Barbara.

For more information on the Santa Monica BayKeeper, visit smbaykeeper.org. 🌱

Calendar

May 1st
10 am – 11:30 am

Smart Gardening Workshop
Redondo Beach – Alta Vista Park – 715 Julia St.

9 am – 3 pm

Household Hazardous Waste Collections
Avalon – Pebbly Beach Rd. at Roaring Canyons
La Mirada – City Hall/Community Gym – 13700 La Mirada Blvd.

May 8th
9 am – 11 am

Smart Gardening Workshops
Torrance – Columbia Park – 4045 190th St.
Calabasas – Gates Canyon Park – 25801 Thousand Oaks Blvd.

9 am – 3 pm

Household Hazardous Waste Collection
Manhattan Beach – Northrop Grumman Space Technology
Northwest corner of Aviation Blvd. and Marine Ave.

May 15th
9 am – 11 am

Smart Gardening Workshops
Whittier – Sorensen Park – 11419 Rose Hedge Dr.
Arcadia – Los Angeles County Arboretum – 301 N. Baldwin Ave.

9 am – 3 pm

Household Hazardous Waste Collection
El Monte – El Monte Airport – 4233 N. Santa Anita Ave.

May 22nd
9 am – 11 am

Smart Gardening Workshops
Covina – Charter Oak Park – 20261 Covina Blvd.
Santa Clarita – Castaic Lake Water Agency – 27234 Bouquet Canyon Rd.

9 am – 3 pm

Household Hazardous Waste Collection
West Covina – West Covina Maintenance Yard – 825 Sunset Ave.

May 29th
9 am – 3 pm

Household Hazardous Waste Collection
Pico Rivera – Southern California Gas Company – 8101 Rosemead Blvd.

June 5th
9 am – 11 am

Smart Gardening Workshops
Huntington Park – Huntington Park Facility – Bissell St./Randolph St.
Palos Verdes Peninsula – South Coast Botanic Garden
– 26300 Crenshaw Blvd.

June 6th
9 am – 3 pm

Household Hazardous Waste Collection
Agoura – Calabasas Landfill – 5300 Lost Hills Rd.

June 12th
9 am – 11 am

Smart Gardening Workshops
La Mirada – La Mirada Community Garden – 13518 Biola Ave.
Rowland Heights – Peter F. Schabarum Park – 17250 E. Colima Rd.

9 am – 3 pm

Household Hazardous Waste Collection
Torrance – American Honda – 1919 Torrance Blvd.

June 19th
9 am – 11 am

Smart Gardening Workshops
Long Beach – Birney Elementary School – 710 W. Spring St.
Monterey Park – Garvey Ranch Park – 781 S. Orange Ave.

For info call 1 (888) CLEAN LA.

Please submit articles or event information four weeks in advance to Lisa Page at lisa.page@ogilvypr.com

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If you would like to receive this newsletter via email, please send your email address to Lisa Page at lisa.page@ogilvypr.com

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